Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1-13. (Canceled)

14. (Original) A method of presenting a forced advertisement to a television viewer comprising:

detecting the forced advertisement in an incoming video stream;

displaying the forced advertisement; and

continuing to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented.

15. (Original) The method of claim 14, wherein presenting of the forced advertisement comprises preventing the television viewer from changing channels during playing of the forced advertisement.

16. (Original) The method of claim 14, wherein presenting of the forced advertisement comprises storing the forced advertisement in the user equipment.

17-39. (Canceled)

40. (Original) A system for presenting a forced advertisement to a television viewer comprising:

a processor that determines the forced status of an incoming advertisement and that continues to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented; and

2

a display that displays the forced
advertisement.

41.   (Original) The system of claim 40, wherein the
processor also prevents the television viewer from changing
channels during playing of the forced advertisement.

42.   (New) The system of claim 40, further
comprising a storage device in the user equipment for storing
the forced advertisement.

43.   (New) A system for presenting a forced
advertisement to a television viewer comprising:
              means for detecting the forced advertisement
in an incoming video stream;
              means for displaying the forced advertisement;
and
              means for continuing to present the forced
advertisement after the television viewer turns on and off
user equipment on which the forced advertisement was being
presented.

44.   (New) The system of claim 43, wherein the
means for presenting of the forced advertisement comprises
means for preventing the television viewer from changing
channels during playing of the forced advertisement.

45.   (New) The system of claim 43, wherein the
means for presenting of the forced advertisement comprises
means for storing the forced advertisement in the user
equipment.

46.   (New) A machine-readable medium for presenting
a forced advertisement to a television viewer, the machine-

3

readable medium comprising machine program logic recorded thereon for:

> detecting the forced advertisement in an incoming video stream;

> displaying the forced advertisement; and

> continuing to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented.

47. (New) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for preventing the television viewer from changing channels during playing of the forced advertisement.

48. (New) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.

49. (New) A method for displaying a forced advertisement on a display, the method comprising:

> receiving a broadcast advertisement in a video stream;

> determining that the broadcast advertisement is associated with a first advertiser;

> selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

> displaying the forced advertisement on the display.

50. (New) The method of claim 49, further comprising storing the forced advertisement in user television equipment.

4

51.   (New) The method of claim 49, wherein determining that the broadcast advertisement is associated with a first advertiser comprises detecting programming tags associated with the broadcast advertisement.

52.   (New) The method of claim 49, wherein determining that the broadcast advertisement is associated with a first advertiser comprises detecting close captioning data associated with the broadcast advertisement.

53.   (New) The method of claim 49, wherein displaying the forced advertisement comprises displaying the forced advertisement for the duration of the broadcast advertisement.

54.   (New) A system for displaying a forced advertisement on a display, the system comprising:

means for receiving a broadcast advertisement in a video stream;

means for determining that the broadcast advertisement is associated with a first advertiser;

means for selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

means for displaying the forced advertisement on the display.

55.   (New) The system of claim 54, further comprising means for storing the forced advertisement in user television equipment.

56.   (New) The system of claim 54, wherein the means for determining that the broadcast advertisement is

5

associated with a first advertiser comprises means for detecting programming tags associated with the broadcast advertisement.

57.   (New) The system of claim 54, wherein the means for determining that the broadcast advertisement is associated with a first advertiser comprises means for detecting close captioning data associated with the broadcast advertisement.

58.   (New) The system of claim 54, wherein the means for displaying the forced advertisement comprises means for displaying the forced advertisement for the duration of the broadcast advertisement.

59.   (New) A system for displaying a forced advertisement, the system comprising:

a display device; and

processing circuitry configured to:

receive a broadcast advertisement in a video stream;

determine that the broadcast advertisement is associated with a first advertiser;

select a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

direct the display device to display the forced advertisement.

60.   (New) The system of claim 59, further comprising a storage device, wherein the processing circuitry is further configured direct the storage device to store the forced advertisement.

6

61. (New) The system of claim 59, wherein the processing circuitry is further configured to detect programming tags associated with the broadcast advertisement.

62. (New) The system of claim 59, wherein the processing circuitry is further configured to detect close captioning data associated with the broadcast advertisement.

63. (New) The system of claim 59, wherein the processing circuitry is further configured to direct the display device to display the forced advertisement for the duration of the broadcast advertisement.

64. (New) A machine-readable medium for use in displaying a forced advertisement on a display, the machine-readable medium comprising machine program logic recorded thereon for:

receiving a broadcast advertisement in a video stream;

determining that the broadcast advertisement is associated with a first advertiser;

selecting a forced advertisement associated with a second advertiser to replace the broadcast advertisement, wherein the second advertiser is a competitor of the first advertiser; and

displaying the forced advertisement on the display.

65. (New) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for storing the forced advertisement in user television equipment.

7

66.   (New) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for detecting programming tags associated with the broadcast advertisement.

67.   (New) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for detecting close captioning data associated with the broadcast advertisement.

68.   (New) The machine-readable medium of claim 64, further comprising machine program logic recorded thereon for displaying the forced advertisement for the duration of the broadcast advertisement.